

**IT Professional Technical Services
Master Contract Program
T#: 902TS**

**Statement of Work
for Technology Services**

Issued By

Minnesota Department of Employment and Economic Development (DEED)

Project Title: User Research and Website Usability Testing of PositivelyMinnesota.com

Service Category: Documentation Specialist

Description of Project

DEED is seeking a vendor to conduct formal usability testing on our existing agency website: www.PositivelyMinnesota.com. This site was redesigned in December 2009. The agency will be moving to a new platform for content management. Prior to transferring existing content and templates to the new system, the agency wants to test whether usability refinements should be made. The goal is not a sweeping overhaul. Basic site organization (the primary audiences of Job Seekers, Businesses and Local Government and other sections will remain) but to make improvements in information architecture, template structure, page length and layout, and link labeling if testing indicates that changes would improve user experience. Vendor would make recommendations about which testing methods are most appropriate and implement the tests.

Representative tasks envisioned as part of the testing include but are not limited to:

- Identify (with DEED site administrator's input and web metrics) the top user tasks and determine whether these tasks are easily accomplished by our most representative users.
- Test the clarity and effectiveness of link labels
- Test the "information scent" to see if users have a growing confidence with each click that they'll end up finding the information they seek.
- Test the visual usability of web pages, including contrast and readability, optimal page length, page presentation and tables of contents.
- Test two or three potential designs for a new "Programs and Services" section of the site.
- Test the Data section of the site, including the content and organization of static web pages and the usability of user interfaces of the web applications.
- Test search terms and keywords to improve results for search dominant users
- Test basic navigation logic, including by keyboard and screen readers

At each stage, the vendor will conduct tests with representative users chosen from DEED's primary audience groups: Job Seekers, Businesses and Government. Testing should focus on completion of the most representative web site tasks. Vendor will provide a usability analysis based on user feedback and other measures, and make recommendations to improve usability.

Anticipated Project Requirements

1. Determine, with input from DEED, priority task scenarios, and prepare the appropriate testing instruments.
2. Determine the appropriate number of people that will make up the pool of test users and make recommendations to ensure the pool accurately represents the agency's three main user groups.
3. Coordinate and oversee up to three rounds of testing. One round on our existing website, a second round after initial recommendations are implemented and possibly a third round, if deeper refinements are required. Proposals should include costs for two rounds, with separate pricing for an optional third round that may be implemented before final launch.
4. Provide analysis after each round of testing to help DEED identify:
 - Whether users could complete the assigned task
 - How long it took to complete
 - Number of clicks to complete
 - How long before user abandoned task
 - Major obstacles to task completion
 - Level of user satisfaction
 - Ways to improve usability, including usability for people with disabilities

Analysis must be completed and final reports provided within 7 to 10 business days after each round of usability testing.

5. Testing need not be completed in a formal usability testing lab. DEED can arrange for appropriate test space within our St. Paul facility. Proposals should include two alternate cost scenarios for identifying and selecting test “users”:
 - Scenario 1: Cost if vendor arranges for and coordinates the group of test users.
 - Scenario 2: Cost if DEED arranges for and coordinates the group of test users.

The state reserves the right to select either cost scenario.

Responders are encouraged to propose additional tasks or activities they believe would improve the test process or reliability of the results; however, these should be listed separately from the required items on the cost proposal.

This Statement of Work does not obligate the state to award a contract or complete the project, and the state reserves the right to cancel the solicitation if it is considered to be in its best interest.

Desired Skills

- Expertise in the principles, methods and process of usability testing as well as the application of that knowledge.
- Expertise in web site design, information architecture and content creation.
- Demonstrated expertise in usability testing, as offered by references.
- Familiarity with accessibility issues and related techniques that ensure usability by people with disabilities.

Questions

Any questions regarding this Statement of Work should be submitted via email by Friday, August 3rd at 1 pm, to:

Laura Winge, Project Coordinator
Dept of Employment and Economic Development
First National Bank Building, Suite E200
332 Minnesota Street
St. Paul MN 55101

Laura.Winge@state.mn.us
Telephone 651-259-7173

Questions and answers will be posted on the Office of Enterprise Technology website by approximately 4 pm on 8/6/2012.
(http://www.oet.state.mn.us/mastercontract/statements/mcp902ts_active.html).

Other personnel are not authorized to answer questions regarding this Statement of Work.

Response Content

Respondents must include:

- Company experience, skills for conducting usability testing
- A detailed written proposal for usability testing, including methods, costs, and a sample of the written report DEED would receive at the end of each round of testing.
- A narrative describing qualifications of personnel assigned to this project, including relevant past experience on projects of a similar nature.
- An estimate of how long it will take to receive a written analysis after each round of usability testing.
- A tentative timeline for the usability proposal (i.e., the total number of days DEED should build into its web design schedule for each round of testing)
- Estimated price and assumptions
- References from three different clients for whom the respondent has provided usability testing.

The Location of Service Disclosure and Certification Form included with this solicitation must also be submitted.

Response Delivery

Deliver on hard copy in writing and delivered to:

Department of Employment and Economic Development
Laura Winge, Project Coordinator
332 Minnesota Street
Suite E200
St. Paul MN 55101

All proposals must be received not later than 4:30 p.m., Central Time, August 10th, 2012. DEED, Attn: Laura Winge, First National Bank Building, 332 Minnesota Street, Suite E200, St. Paul MN 55101. **Late responses will not be considered.**

Response Evaluation

Responses will be evaluated on “best value”: 40 percent on qualifications; 30 percent on cost considerations; 20 percent based on time – how long to receive each round’s report and overall project timeline; and 10 percent based on references.

All responses received by the due date and time will be evaluated.

Conflicts of Interest

Responder must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

Disposition of Responses

All materials submitted in response to this Informal Solicitation will become public record after the evaluation process is completed. The State will not consider the prices submitted by the responder to be proprietary or trade secret materials.

Organizational Conflicts of Interest

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances which could give rise to organizational conflicts of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice to the State, or the vendor's objectivity in performing the contract work is or might be otherwise impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the Assistant Director of the Department of Administration's Materials Management Division which must include a description of the action which the contractor has taken or proposes to take to avoid or mitigate such conflicts. If an organization conflict of interest is determined to exist, the State may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to the contracting officer, the State may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the terms "contract," "contractor," and "contracting officer" modified appropriately to preserve the State's rights.

Preference to Targeted Group and Economically Disadvantaged Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged Businesses and individuals submitting proposals as prime contractors shall receive the equivalent of a six percent preference in the evaluation of their proposal. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by e-mail at mmd.help.line@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Foreign Outsourcing of Work Prohibited

All services under this contract shall be performed within the borders of the United States. All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all tiers.

**STATE OF MINNESOTA
LOCATION OF SERVICE DISCLOSURE AND CERTIFICATION**

LOCATION OF SERVICE DISCLOSURE

Check all that apply:

- ☐ The services to be performed under the anticipated contract as specified in our proposal will be performed ENTIRELY within the State of Minnesota.

- ☐ The services to be performed under the anticipated contract as specified in our proposal entail work ENTIRELY within another state within the United States.

- ☐ The services to be performed under the anticipated contract as specified in our proposal will be performed in part within Minnesota and in part within another state within the United States.

- ☐ The services to be performed under the anticipated contract as specified in our proposal DO involve work outside the United States. Below (or attached) is a description of:
 - (1) the identity of the company (identify if subcontractor) performing services outside the United States;
 - (2) the location where services under the contract will be performed; and
 - (3) the percentage of work (in dollars) as compared to the whole that will be conducted in each identified foreign location.

CERTIFICATION

By signing this statement, I certify that the information provided above is accurate and that the location where services have been indicated to be performed will not change during the course of the contract without prior, written approval from the State of Minnesota.

Name of Company: _____

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____ Telephone Number: _____

**STATE OF MINNESOTA
AFFIDAVIT OF NONCOLLUSION**

I swear (or affirm) under the penalty of perjury:

1. That I am the Responder (if the Responder is an individual), a partner in the company (if the Responder is a partnership), or an officer or employee of the responding corporation having authority to sign on its behalf (if the Responder is a corporation);
2. That the attached proposal submitted in response to the _____ Request for Proposals has been arrived at by the Responder independently and has been submitted without collusion with and without any agreement, understanding or planned common course of action with, any other Responder of materials, supplies, equipment or services described in the Request for Proposal, designed to limit fair and open competition;
3. That the contents of the proposal have not been communicated by the Responder or its employees or agents to any person not an employee or agent of the Responder and will not be communicated to any such persons prior to the official opening of the proposals; and
4. That I am fully informed regarding the accuracy of the statements made in this affidavit.

Responder's Firm Name: _____

Authorized Representative (Please Print) _____

Authorized Signature: _____

Date: _____

Subscribed and sworn to me this _____ day of _____

Notary Public

My commission expires: _____